

IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (*Currently Amended*): A label applying apparatus comprising:
 - a main body at a rear end of which a grip portion is formed;
 - a manual lever pivotally supported by the main body and having a partial gear portion formed thereon and an operating arm;
 - a spring connected between the grip portion and the manual lever, to bias the manual lever in a direction away from the grip portion;
 - a holder portion arranged at the main body and accommodating a composite label web in which many labels are temporarily adhered in series at a predetermined interval on a backing paper web;
 - an applying roller arranged rotatably at a tip portion of the main body;
 - a turning pin arranged adjacently to the applying roller, slidably contacted with the backing paper web which is fed from the holder portion, and leading the ~~baking~~ backing paper web to a bottom of the main body after a foremost label is peeled off from the ~~packing~~ backing paper web;
 - a bottom lid pivotally supported at the bottom of the main body to open and close, and preventing the backing paper web from moving in a direction opposite to ~~the~~ a transfer direction of the backing paper web;
 - a sending lever pivotally supported on the main body and having a partial gear portion that meshes directly with the partial gear portion ~~of~~ formed on the manual lever;
 - a slide base slidably mounted at the bottom of the main body and connected with the sending lever such as to be movable relative thereto;
 - a pair of feed teeth pivotally mounted on the slide base and engagable with the backing paper web which is led to the bottom of the main body;
 - a stop detection sensor piece pivotally mounted on the slide base;
 - a stop lever pivotally supported on the main body and engagable with the stop detection sensor piece;

a stop release plate pivotally supported on the main body and is rotated at a final stage of a rotation of the sending lever;

a connecting frame pivotally supported on the main body, connected with the stop lever such as to be movable relative thereto, and capable of disengaging the stop lever from the stop detection sensor piece; and

a label sensor pivotally supported on the connecting frame and having a sensor blade which is engageable with a front edge of the foremost label on the backing paper web;

wherein, in a release travel of the manual lever from its fully grasped position, firstly, the backing paper web is transferred by the sending lever and the slide base, the foremost label is peeled off from the backing paper web by the turning pin, the stop lever is rotated through the label sensor and the connecting frame by engagement of the front edge of the following label with the sensor blade, the slide base is stopped by the engagement of the stop lever with the stop detection sensor piece, and the transfer of the backing paper web is completed.